Community Parking Districts City of San Diego

Case Study

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Community Parking District Program

- Established in 1997; revised in 2004

- Goal: provide a mechanism to implement parking management solutions to meet specific needs

- An economic development program

- A portion of the revenue from parking meters (45%) is shared

- Uses: parking lots, parking structures, valet parking, parking/transportation signage, and related extraordinary landscaping, maintenance, and security.

6 Designated Parking Districts

1. Downtown
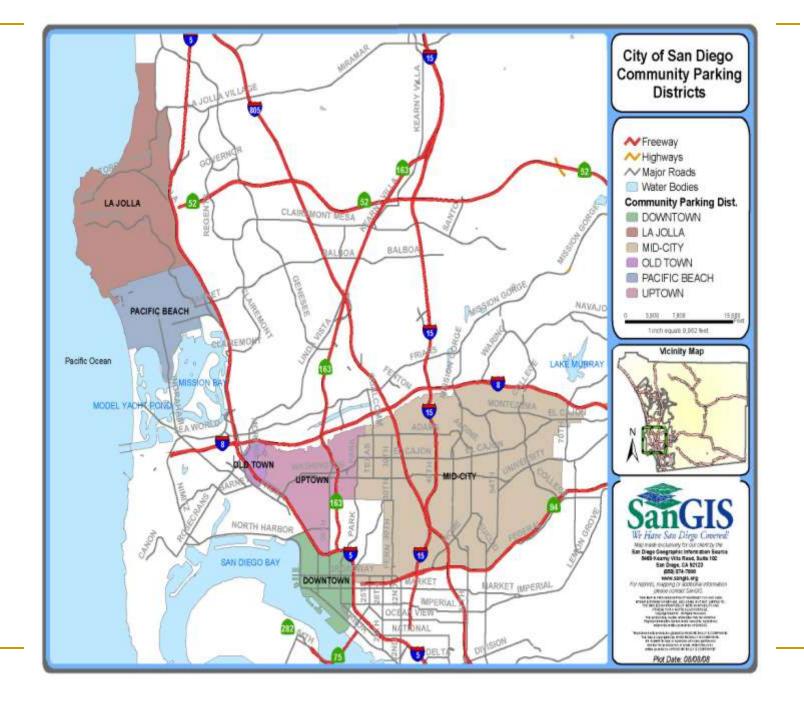

2. La Jolla

3. Pacific Beach

4. Mid-City

5. Old Town

6. Uptown

City of San Diego Community Parking Districts

Council Policy 100-18

- Criteria/process to establish a district

- 55-45% split

- Council discretion

- Other revenues allowed to share: valet, permit fees, payment-in-lieu

- Management criteria

- 5% administration fee

Strengths vs. Weaknesses

- Direct impact
- Involves business owners and residents
- Tailored to specific needs
- Flexibility to implement new programs

- Significant administrative overhead for non-profits to run parking districts
- Diffused effort
- Occasional inconsistency in policy application

Successful Highlights

Downtown:

"Park-It-On-Market" -- 500 spaces with ground level retail shops
1,200-space parking structure in the East Village at 6th St. and K St.

Implemented multi-space meters

Piloted variable rates and times

Uptown:

Implemented new meter technology

New streetscape
Supplies hundreds of park cards

La Jolla & Pacific Beach:

Secured consultants to review beach parking demand and provide management solutions

Question & Answers

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